

EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER

REGULAR MEETING

ADVISORY BOARD MINUTES

Wednesday, April 4, 2018

The Emma S. Barrientos Mexican American Cultural Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.

Board Members in Attendance:

Anna Maciel, Chair

Aida Cerda-Prazak, Vice Chair

Juan Oyervides, Member

Hipolito Sarabia, Member

Rosemary Banda, Member

Hector Herrera, Member

Board Members Absent:

Andrea Chavez, Member

David Goujon, Member

Staff in Attendance:

Herlinda Zamora, ESB-MACC Manager

Tina Herrera, ESB-MACC Administrative Assistant

A. CALL TO ORDER: Chair Maciel called the Board Meeting to order at 6:12pm.

B. CITIZEN COMMUNICATION:

April Garcia, former LARP member expressed that she was concerned about the Master Plans studio space design. She stated that as an artist she believed the studio spaces having sliding doors and viewing windows was problematic and hoped the design team would reconsider.

C. APPROVAL OF MINUTES:

Vice Chair Cerda-Prazak requested that a correction be made to D.1 second bullet to be changed from, "Garcia would like to renew her LARP **contact...**", to "Garcia would like to renew her LARP **contract...**" Member Banda motioned with a second by Vice Chair Cerda-Prazak. Motion passed. (6.0) Members Chavez and Goujon were absent.

D. PRESENTATIONS:

1. Michael Mendoza, founder of Augzoo app gave a presentation on a Digital Installation Tribute to Mayor Gus Garcia.

➤ Mendoza gave a brief description of how the app worked and let the Board know that the Austin History Center as well as the Gus Garcia Recreation Center has tribute to Mayor Gus Garcia but believed the MACC grounds was the best place to put augmented reality of audio interviews with Gus Garcia.

➤ Mendoza requested permission from the Advisory Board to allow him to place all 18 audios or less onto the Center's grounds.

➤ Chair Maciel asked that the item be tabled for further discussion and placed on May's agenda.

2. Chair Maciel requested that Kim McKnight, Project Manager give her presentation as well as continuing the discussion on Action item 1.

- McKnight gave a briefing on the ESB-MACC Master Plan process letting the Board know that the plan was presented to the Hispanic Quality of Life and other Boards. She stated that the Design Commission would like the MACC to reconsider the Palm trees.
 - May 24th the plan will go before City Council.
 - McKnight will continue to update the Board on the Master Plan process.
3. Jaime Beaman, President and Lead Designer presented on the ESB-MACC Master Plan.
- Beaman let the Board know that the idea was to draw people into the MACC.
 - Beaman went over the goals and objectives of public process, the public outreach summary, provided a list of the communities input, and provided sketches of the floor plans. (Please see the Board & Commissions website to view back up material)
 - Beaman gave some details letting the Board and staff know that the Dance studio would be moved to the first floor because of noise and that the larger lobby would be a 300-500 seat theater. He mentioned that previously there was discussion of surface parking however, once the theater was built they would have to make underground parking.
 - Vice Chair Cerda-Prazak stated that she liked how the design team had a water feature but believed there should be a fire feature as well. She asked that a fire pit be added to the plan.
 - Chair Maciel requested to see all feedback that was received from the focus groups.
4. Iliana Venegas, Acting Assistant Director gave a briefing on the Artist Access Program.
- Venegas stated that at the last Board meeting, Member Banda was elected to sit on the working panel and that the Board had requested that a LARP member sit on the panel. Venegas reported back to the Board and staff that a LARP member could not sit on the panel that it would be a conflict of interest.
 - Updated timeline would be for the working panel to meet in May, hold community engagements in June, open application submittals in July, and start the Artist Access Program (AAP) in August.
 - Venegas let the Board know that just because a LARP member could not sit on the panel it did not mean they could not attend meetings and provide feedback or input.
 - Member Banda believes that the Board should still be a part of the panel so that there is transparency between all parties involved.

E. BRIEFING, DISCUSSION AND POSSIBLE ACTION ITEMS:

1. Chair Maciel asked her fellow Board members to provide feedback on the presentation that they heard from Jaime Beaman on the Master Plan.
 - Vice Chair Cerda-Prazak would like to see public transportation. Member Herrera agreed and added that he liked what was presented to the Board.
 - Member Oyervides stated that he liked the plan and thought it was wonderful but felt in his heart that he could not vote to move forward with the plan.
 - Chair Maciel supported McKnight and the design team and asked the Board to take a vote to move forward with the plan.
 - Vice Chair Cerda-Prazak motioned to approve the Master Plan as designed by Casabella and to include wayfinding elements and an emphasis on public

transportation. Member Banda seconded. Member Oyervides opposed. Vote (5.1)
Motion did not pass due to the majority not meeting a quorum.

2. Member Sarabia motioned to amend the original action to participate on the Artist Access program panel without a LARP member. Vice Chair Cerda-Prazak seconded. Member Oyervides opposed. Vote (5.1) Motion did not pass due to the majority not meeting a quorum.

Board recessed at 7:56pm, resumed at 8pm

3. Tabled discussion for the May Board meeting.
 4. Chair Maciel expressed the importance of a Marketing plan to better promote the Center.
 - Chair Maciel asked the Board to create a working group and requested that Member Herrera be the lead.
 - Herlinda Zamora, Site Manager asked that the Board include Olivia Tamzarian, Program Coordinator into the working group.
 - Member Herrera motioned to put together a Marketing working group to develop a strategic plan. Member Banda seconded. Motioned passed. (6.0)
 - Marketing working group will consist of the following individuals, Chair Maciel, Vice Chair Cerda-Prazak, Members Herrera, Sarabia, MACC staff member Tamzarian, and Marcos (Proyecto Teatro LARP member).
 5. Tabled discussion for the May Board meeting.
 6. Member Oyervides gave an update on the Awards of Excellence.
 - 34 nominations were received. Member Oyervides is currently in the screening process.
 - Chair Maciel requested that Member Herrera and Oyervides provide a list of nominees to MACC staff by April 13th and have the list of recipients provided by April 18th.
- F.** Herlinda Zamora, ESB-MACC Site Manager announced that the Awards of Excellence would be an indoor event inside the Sam Z. Coronado Gallery, letting the Board know that without tables and chairs the room would hold up to 400 guests and with tables and chairs up to 150 guests.
- Chair Maciel thanked Zamora and let her know she was doing a great job.
 - Member Oyervides suggested changing the name from the “Awards of Excellence” to the, “Emma S. Barrientos Awards” and having the award be called the “Emma’s Awards”.
 - May 10th, UT is honoring the MACC at the Diversity Community Awards. Zamora will invite members of the Board once she receives invitations.
 - Zamora informed the Board of April programs and upcoming events.

G. FUTURE AGENDA ITEMS FROM BOARD MEMBERS:

1. Discussion and action on Augzoo app.
2. Discussion and action on Austin Energy substation public art project and update.
3. Report on the Marketing Working Group.
4. Report on Capital Metro Working Group.
5. Update on Awards of Excellence.

ADJOURNMENT:

Member Banda motioned to adjourn with a second by Member Herrera. Motion passed. (6.0)
Members Chavez and Goujon were absent. Chair Maciel adjourned the meeting at 8:39pm.